ABSTRACT

UI/UX ANALYSIS ON THE GEEK STUDIO WEBSITE USING *USER CENTERED DESIGN* AND USER *EXPERIENCE QUESTIONNAIRE (UEQ)* METHODS

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GEEK STUDIO is a company in the field of photography such as photo studios and shooting equipment rental. Geek studio already has a system that can help manage the entry and exit of rented equipment and the management of photo printing, but it's still not being used optimally. The purpose of this research is to apply the User Experience Questionnaire (UEQ) and User Centered Design (UCD) methods to analyze and provide recommendations for improvement of the GEEK STUDIO website design. In the initial design evaluation several parameters showed a bad level with a prominent scale, namely very boring with a percentage of 45%, after evaluating the parameters of the new website design it was already at a good level with the highest protruding parameters being fun, exciting, supportive and comfortable, with each percentage of 90%. While the results of the previous design benchmark values were attractiveness 1.11, perspicuity 1.16, efficiency 1.41, dependability 1.31, stimulation -0.76 and novelty -0.96. While the results of the evaluation of the attractiveness of the new design benchmark with a mean value of 2.49, a mean perspicuity value of 2.20, a mean efficiency value of 2.26, a mean dependability value of 2.00, a mean stimulation value of 2.05 and a mean novelty value of 2.14. So it can be concluded that the new design is already on the 6th scale which touches the excellent value. This can answer that the new design is better than the old geek studio website design.

Keywords: Geek Studio, Website, User Centered Design (UCD), User Experience Questionnaire (UEQ).